Amendments to the Claims:

The following listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A projection screen comprising:

a substrate having at least a first surface;

a reflective layer having a first surface and an opposing second surface, the second surface of the reflective layer being attached to the first surface of the substrate, the second surface of the reflective layer having greater reflectivity than the first surface of the reflective layer; and

a diffusion layer ~~having a first surface defined by a matte finish and an opposing second surface, the second surface of the diffusion layer being~~ attached to the first surface of the reflective layer.

Claim 2 (original): The projection screen of claim 1, wherein the reflective layer comprises a film of aluminum.

Claim 3 (currently amended): The projection screen of claim 1, wherein the reflective layer comprises a layer of aluminum foil, wherein the first surface of the reflective layer has a polished finish, and wherein ~~greater reflectivity than~~ the second surface of the reflective layer is not polished.

Claim 4 (currently amended): The projection screen of claim 3[[1]], wherein the second surface of the reflective layer has a matte finish ~~greater reflectivity than the first surface of the reflective layer~~.

Claim 5 (original): The projection screen of claim 1, wherein the diffusion layer is a resin.

Claim 6 (currently amended): The projection screen of claim 5[[6]], wherein the resin is one of polyethylene and polypropylene.

Claim 7 (original): The projection screen of claim 1, further comprising an optically transparent adhesive that attaches the second surface of the diffusion layer to the first surface of the reflective layer.

Claim 8 (original): The projection screen of claim 1, further comprising an adhesive that attaches the first surface of the substrate to the second surface of the reflective layer.

Claim 9 (original): The projection screen of claim 1, wherein the diffusion layer has a thickness greater than one one-thousandth of an inch (one mil).

Claim 10 (original): The projection screen of claim 9, wherein the thickness of the diffusion layer is in the range of approximately two mils to approximately eight mils.

Claim 11 (original): The projection screen of claim 1, wherein the substrate comprises polyvinylchloride and has a thickness in the range of approximately five mils to approximately eight mils.

Claim 12 (original): The projection screen of claim 1, wherein the reflective layer has a thickness in the range of approximately one-third of a mil to approximately one mil.

Claim 13 (currently amended): The projection screen of claim 1, wherein a combined thickness of the substrate, the reflective layer, and the diffusion layer is in the range of approximately eight mils to approximately twenty mils.

Claim 14 (original): The projection screen of claim 1, wherein the substrate is sufficiently flexible to enable the projection screen to be wound around a roller during periods of non-use.

Claim 15 (original): The projection screen of claim 1, wherein the second surface of the diffusion layer has a substantially smooth finish.

Claim 16 (currently amended): The projection screen of claim 1, wherein the diffusion layer includes a first surface defined by a matte finish and an opposing second surface, and wherein the second surface of the diffusion layer is attached to the first surface of the reflective layer ~~a directivity along a vertical axis relative to a normal line passing perpendicularly through a center of the projection screen is the same as a directivity along a horizontal axis relative to said normal line~~.

Claim 17 (currently amended): A projection screen system comprising:

a projection screen that includes:

a substrate having at least a first surface;

a reflective layer having a first surface and an opposing second surface, the second surface of the reflective layer being attached to the first surface of the substrate, the second surface of the reflective layer having greater reflectivity than the first surface of the reflective layer; and

a diffusion layer ~~having a first surface defined by a matte finish and an opposing second surface, the second surface of the diffusion layer being~~ attached to the first surface of the reflective layer; and

a roller around which the projection screen is wound when the projection screen is not in use.

Claim 18 (currently amended): The projection screen system of claim 17, wherein the reflective layer comprises a layer of aluminum foil, wherein the first surface of the reflective layer has a polished finish, and wherein ~~greater reflectivity than~~ the second surface of the reflective layer is not polished.

Claim 19 (currently amended): The projection screen system of claim 18[[17]], wherein the second surface of the reflective layer has a matte finish~~ a directivity along a vertical axis relative to a normal line passing perpendicularly through a center of the projection screen is the same as a directivity along a horizontal axis relative to said normal line~~.

Claim 20 (currently amended): A projection screen comprising:

a flexible substrate having at least a first surface and a thickness of approximately five mils to approximately eight mils;

a metallic layer having a first surface and an opposing second surface and having a thickness in the range of approximately one-third of a mil to approximately one mil, the second surface of the metallic layer having greater reflectivity than the first surface of the metallic layer;

a first adhesive layer, positioned between the flexible substrate and the metallic layer, that attaches the second surface of the metallic layer to the first surface of the substrate;

a diffusion layer having a first surface defined by a matte finish and an opposing second surface defined by a substantially smooth finish, the diffusion layer further having a thickness in the range of approximately two mils to approximately eight mils; and

a second, optically transparent adhesive layer, positioned between the metallic layer and the diffusion layer, that attaches the second surface of the diffusion layer to the first surface of the metallic layer.

Claim 21 (new): The projection screen of claim 1, wherein at least one of the reflective layer and the diffusion layer includes a plurality of micro lenses.

Claim 22 (new): The projection screen of claim 21, wherein the micro lenses are generally equally spaced apart.

Claim 23 (new): The projection screen of claim 21, wherein the micro lenses are concave.

Claim 24 (new): The projection screen of claim 21, wherein the micro lenses are convex.

Claim 25 (new): A projection screen comprising:

a substrate defining a first surface;

a reflective layer coupled to the first surface of the substrate; and

a diffusion layer coupled to the reflective layer such that the reflective layer is positioned between the substrate and the diffusion layer, the diffusion layer having a thickness greater than one one-thousandth of an inch (one mil);

wherein at least one of the reflective layer and the diffusion layer includes a plurality of micro lenses.

Claim 26 (new): The projection screen of claim 25, wherein the reflective layer includes a first plurality of micro lenses and the diffusion layer includes a second plurality of micro lenses.

Claim 27 (new): The projection screen of claim 26, wherein the first plurality of micro lenses and the second plurality of micro lenses are substantially aligned.

Claim 28 (new): The projection screen of claim 25, wherein the micro lenses are generally equally spaced apart.

Claim 29 (new): The projection screen of claim 25, wherein the micro lenses are concave.

Claim 30 (new): The projection screen of claim 25, wherein the micro lenses are convex.

Claim 31 (new): The projection screen of claim 25, wherein the thickness of the diffusion layer is in the range of approximately two mils to approximately eight mils.

Claim 32 (new): The projection screen of claim 25, wherein the micro lenses are in the shape of semi-spheres.

Claim 33 (new): The projection screen of claim 25, wherein the reflective layer has a first surface and an opposing second surface, the second surface of the reflective layer being attached to the first surface of the substrate, the second surface of the reflective layer having greater reflectivity than the first surface of the reflective layer.

Claim 34 (new): The projection screen of claim 33, wherein the reflective layer comprises a layer of aluminum foil, wherein the second surface of the reflective layer has a polished finish, and wherein the first surface of the reflective layer is not polished.

Claim 35 (new): The projection screen of claim 34, wherein the first surface of the reflective layer has a matte finish.

Claim 36 (new): The projection screen of claim 25, wherein the reflective layer has a first surface and an opposing second surface, the second surface of the reflective layer being attached to the first surface of the substrate, the first surface of the reflective layer having greater reflectivity than the second surface of the reflective layer.

Claim 37 (new): The projection screen of claim 25, wherein a combined thickness of the substrate, the reflective layer, and the diffusion layer is in the range of approximately eight mils to approximately twenty mils.

Claim 38 (new): The projection screen of claim 25, wherein the substrate is sufficiently flexible to enable the projection screen to be wound around a roller during periods of non-use.

Claim 39 (new): A projection screen system comprising:

a projection screen that includes:

a substrate defining a first surface;

a reflective layer coupled to the first surface of the substrate; and

a diffusion layer coupled to the reflective layer such that the reflective layer is positioned between the substrate and the diffusion layer, the diffusion layer having a thickness greater than one one-thousandth of an inch (one mil);

wherein at least one of the reflective layer and the diffusion layer includes a plurality of micro lenses; and

a roller around which the projection screen is wound when the projection screen is not in use.

Claim 40 (new): The projection screen system of claim 39, wherein the reflective layer has a first surface and an opposing second surface, the second surface of the reflective layer being

attached to the first surface of the substrate, the second surface of the reflective layer having greater reflectivity than the first surface of the reflective layer.

Claim 41 (new): The projection screen system of claim 40, wherein the reflective layer comprises a layer of aluminum foil, wherein the second surface of the reflective layer has a polished finish, and wherein the first surface of the reflective layer is not polished.

Claim 42 (new): The projection screen system of claim 41, wherein the first surface of the reflective layer has a matte finish.

Claim 43 (new): The projection screen system of claim 39, wherein the reflective layer has a first surface and an opposing second surface, the second surface of the reflective layer being attached to the first surface of the substrate, the first surface of the reflective layer having greater reflectivity than the second surface of the reflective layer.